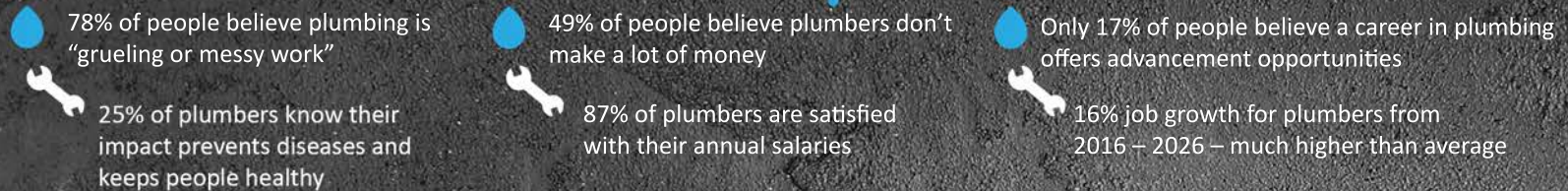


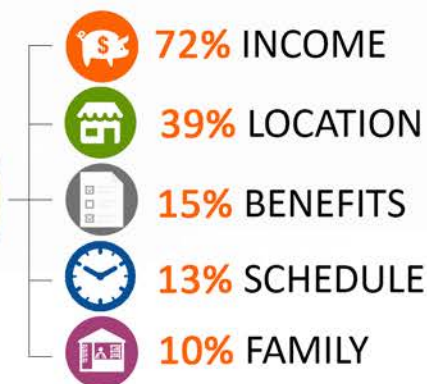
PLUMBER CAREER STUDY

LIXIL engaged with the Farnsworth Group, a market research firm, to conduct a survey to assess the current state of careers in plumbing. The goal of the study was to understand the obstacles and challenges of attracting young adults into the plumbing profession, identify general consumer perceptions of plumbers and analyze the benefits of becoming a plumber by those currently in the profession.

COMMON MISCONCEPTIONS ABOUT PLUMBERS



WHAT PEOPLE VALUE FROM THEIR EMPLOYERS



CONSIDERING A CAREER IN THE TRADES?

- More than 50% of people never considered a career in the skilled trades
 - 84% of people have never considered a career in plumbing
- Only 23% of people recalled having a presentation about careers in the construction trades in high school
- 47% of college graduates with debt indicated they would have chosen differently had they known the benefits of trade careers

WHAT THE PLUMBERS ARE SAYING

- 90% of plumbers are satisfied with their careers
- 100% of plumbers mentioned that they take a lot of pride in their work
- Plumbers are highly aware of the labor shortage; with more than 50% feel its impact on their personal business
- 87% of plumbers are satisfied with their salary
- Plumbers know that they have an impact on preventing diseases and keeping people healthy



OUR SOLUTIONS

- Provide plumbers with a platform to share their stories of success and the benefits of their career
 - No student-debt
 - Salary
 - Job security
 - Self-employment
 - Flexibility
 - Sense of pride
- Amplify these stories to young adults, military returning from duty or anyone planning to change careers



LIXIL

This study contains information and feedback from consumer participants and in-depth interviews with plumbers by the Farnsworth Group.